



Counties: Elmore, AL



2000 Total Population	65,874
2000 Group Quarters	5,341
2008 Total Population	78,732
2013 Total Population	87,551
2008 - 2013 Annual Rate	2.15%



2000 Households	22,737
2000 Average Household Size	2.66
2008 Households	27,631
2008 Average Household Size	2.64
2013 Households	31,132
2013 Average Household Size	2.62
2008 - 2013 Annual Rate	2.41%
2000 Families	17,542
2000 Average Family Size	3.07
2008 Families	21,117
2008 Average Family Size	3.07
2013 Families	23,599
2013 Average Family Size	3.08
2008 - 2013 Annual Rate	2.25%



2000 Housing Units	25,733
Owner Occupied Housing Units	71.9%
Renter Occupied Housing Units	16.5%
Vacant Housing Units	11.6%
2008 Housing Units	30,637
Owner Occupied Housing Units	73.9%
Renter Occupied Housing Units	16.3%
Vacant Housing Units	9.8%
2013 Housing Units	33,996
Owner Occupied Housing Units	74.4%
Renter Occupied Housing Units	17.2%
Vacant Housing Units	8.4%

Median Household Income

2000	\$41,317
2008	\$49,149
2013	\$54,492

Median Home Value

2000	\$88,340
2008	\$125,750
2013	\$130,615

Per Capita Income

2000	\$17,650
2008	\$21,438
2013	\$23,583

Median Age

2000	35.3
2008	36.8
2013	37.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Elmore, AL

**2000 Households by Income**

Household Income Base	22,692
< \$15,000	14.8%
\$15,000 - \$24,999	12.4%
\$25,000 - \$34,999	14.2%
\$35,000 - \$49,999	18.9%
\$50,000 - \$74,999	21.8%
\$75,000 - \$99,999	9.7%
\$100,000 - \$149,999	5.7%
\$150,000 - \$199,999	1.2%
\$200,000+	1.3%
Average Household Income	\$49,916

2008 Households by Income

Household Income Base	27,631
< \$15,000	12.1%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	17.3%
\$50,000 - \$74,999	23.1%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	7.4%
\$150,000 - \$199,999	2.0%
\$200,000+	1.5%
Average Household Income	\$58,560

2013 Households by Income

Household Income Base	31,132
< \$15,000	10.7%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	24.2%
\$75,000 - \$99,999	17.1%
\$100,000 - \$149,999	9.3%
\$150,000 - \$199,999	2.1%
\$200,000+	1.8%
Average Household Income	\$63,786

2000 Owner Occupied HUs by Value

Total	18,507
<\$50,000	20.8%
\$50,000 - 99,999	38.4%
\$100,000 - 149,999	20.7%
\$150,000 - 199,999	10.3%
\$200,000 - \$299,999	6.7%
\$300,000 - 499,999	2.6%
\$500,000 - 999,999	0.4%
\$1,000,000+	0.2%
Average Home Value	\$109,352

2000 Specified Renter Occupied HUs by Contract Rent

Total	3,997
With Cash Rent	87.4%
No Cash Rent	12.6%
Median Rent	\$362
Average Rent	\$375

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Elmore, AL



2000 Population by Age

Total	65,874
0 - 4	6.6%
5 - 9	7.3%
10 - 14	7.4%
15 - 19	6.9%
20 - 24	6.2%
25 - 34	15.1%
35 - 44	17.0%
45 - 54	13.9%
55 - 64	8.8%
65 - 74	5.9%
75 - 84	3.6%
85+	1.3%
18+	74.3%

2008 Population by Age

Total	78,732
0 - 4	6.8%
5 - 9	6.4%
10 - 14	6.5%
15 - 19	6.5%
20 - 24	6.8%
25 - 34	14.2%
35 - 44	15.3%
45 - 54	14.9%
55 - 64	11.4%
65 - 74	6.4%
75 - 84	3.5%
85+	1.4%
18+	76.4%

2013 Population by Age

Total	87,551
0 - 4	6.8%
5 - 9	6.4%
10 - 14	6.5%
15 - 19	6.3%
20 - 24	6.4%
25 - 34	13.8%
35 - 44	14.3%
45 - 54	15.0%
55 - 64	12.5%
65 - 74	6.9%
75 - 84	3.6%
85+	1.5%
18+	76.5%

2000 Population by Sex

Males	50.6%
Females	49.4%

2008 Population by Sex

Males	50.5%
Females	49.5%

2013 Population by Sex

Males	50.3%
Females	49.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Elmore, AL

**2000 Population by Race/Ethnicity**

Total	65,874
White Alone	77.0%
Black Alone	20.6%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.5%
Two or More Races	1.0%
Hispanic Origin	1.2%
Diversity Index	37.9

2008 Population by Race/Ethnicity

Total	78,732
White Alone	75.1%
Black Alone	21.9%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.7%
Two or More Races	1.3%
Hispanic Origin	1.9%
Diversity Index	41.1

2013 Population by Race/Ethnicity

Total	87,551
White Alone	73.9%
Black Alone	22.6%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	0.9%
Two or More Races	1.5%
Hispanic Origin	2.3%
Diversity Index	43.0

**2000 Population 3+ by School Enrollment**

Total	63,390
Enrolled in Nursery/Preschool	1.8%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	13.1%
Enrolled in Grade 9-12	6.0%
Enrolled in College	2.9%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	74.2%

2008 Population 25+ by Educational Attainment

Total	52,776
Less than 9th Grade	5.0%
9th - 12th Grade, No Diploma	13.3%
High School Graduate	35.3%
Some College, No Degree	21.6%
Associate Degree	6.4%
Bachelor's Degree	11.5%
Graduate/Professional Degree	6.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Elmore, AL

**2008 Population 15+ by Marital Status**

Total	63,221
Never Married	22.8%
Married	59.6%
Widowed	5.7%
Divorced	11.9%

**2000 Population 16+ by Employment Status**

Total	50,934
In Labor Force	59.0%
Civilian Employed	54.9%
Civilian Unemployed	2.9%
In Armed Forces	1.2%
Not in Labor Force	41.0%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	94.2%
Civilian Unemployed	5.8%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	94.7%
Civilian Unemployed	5.3%

2000 Females 16+ by Employment Status and Age of Children

Total	25,271
Own Children < 6 Only	7.5%
Employed/in Armed Forces	4.5%
Unemployed	0.4%
Not in Labor Force	2.6%
Own Children < 6 and 6-17 Only	6.9%
Employed/in Armed Forces	4.1%
Unemployed	0.2%
Not in Labor Force	2.5%
Own Children 6-17 Only	19.7%
Employed/in Armed Forces	14.6%
Unemployed	0.5%
Not in Labor Force	4.5%
No Own Children < 18	66.0%
Employed/in Armed Forces	29.1%
Unemployed	1.9%
Not in Labor Force	35.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



Counties: Elmore, AL

**2008 Employed Population 16+ by Industry**

Total	32,927
Agriculture/Mining	1.0%
Construction	10.1%
Manufacturing	11.8%
Wholesale Trade	3.6%
Retail Trade	11.8%
Transportation/Utilities	4.9%
Information	1.1%
Finance/Insurance/Real Estate	7.0%
Services	39.0%
Public Administration	9.7%

2008 Employed Population 16+ by Occupation

Total	32,927
White Collar	56.7%
Management/Business/Financial	12.9%
Professional	18.3%
Sales	10.5%
Administrative Support	15.1%
Services	14.4%
Blue Collar	28.8%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	7.7%
Installation/Maintenance/Repair	6.6%
Production	7.7%
Transportation/Material Moving	6.4%

**2000 Workers 16+ by Means of Transportation to Work**

Total	28,143
Drove Alone - Car, Truck, or Van	84.4%
Carpooled - Car, Truck, or Van	12.1%
Public Transportation	0.2%
Walked	0.7%
Other Means	0.4%
Worked at Home	2.2%

2000 Workers 16+ by Travel Time to Work

Total	28,143
Did Not Work at Home	97.8%
Less than 5 minutes	2.0%
5 to 9 minutes	6.6%
10 to 19 minutes	21.4%
20 to 24 minutes	15.1%
25 to 34 minutes	26.1%
35 to 44 minutes	10.3%
45 to 59 minutes	10.6%
60 to 89 minutes	2.9%
90 or more minutes	2.7%
Worked at Home	2.2%
Average Travel Time to Work (in min)	28.7

2000 Households by Vehicles Available

Total	22,737
None	4.1%
1	25.2%
2	44.8%
3	18.9%
4	5.0%
5+	2.0%
Average Number of Vehicles Available	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Elmore, AL

**2000 Households by Type**

Total	22,737
Family Households	77.2%
Married-couple Family	61.4%
With Related Children	29.8%
Other Family (No Spouse)	15.8%
With Related Children	10.7%
Nonfamily Households	22.8%
Householder Living Alone	20.0%
Householder Not Living Alone	2.8%

Households with Related Children	40.5%
Households with Persons 65+	21.4%

2000 Households by Size

Total	22,737
1 Person Household	20.0%
2 Person Household	34.7%
3 Person Household	19.4%
4 Person Household	16.2%
5 Person Household	6.5%
6 Person Household	2.0%
7+ Person Household	1.2%

2000 Households by Year Householder Moved In

Total	22,737
Moved in 1999 to March 2000	17.2%
Moved in 1995 to 1998	31.3%
Moved in 1990 to 1994	17.4%
Moved in 1980 to 1989	15.9%
Moved in 1970 to 1979	10.0%
Moved in 1969 or Earlier	8.3%
Median Year Householder Moved In	1995

**2000 Housing Units by Units in Structure**

Total	25,733
1, Detached	73.1%
1, Attached	1.0%
2	0.7%
3 or 4	1.7%
5 to 9	1.9%
10 to 19	1.0%
20+	0.4%
Mobile Home	20.2%
Other	0.2%

2000 Housing Units by Year Structure Built

Total	25,733
1999 to March 2000	3.8%
1995 to 1998	16.8%
1990 to 1994	13.0%
1980 to 1989	18.4%
1970 to 1979	20.1%
1969 or Earlier	28.0%
Median Year Structure Built	1981

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Counties: Elmore, AL

Top 3 Tapestry Segments

1.	Midland Crowd
2.	Southern Satellites
3.	Green Acres



2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$48,434,126
Average Spent	\$1,752.89
Spending Potential Index	65
Computers & Accessories: Total \$	\$4,982,160
Average Spent	\$180.31
Spending Potential Index	75
Education: Total \$	\$26,394,854
Average Spent	\$955.26
Spending Potential Index	69
Entertainment/Recreation: Total \$	\$85,469,465
Average Spent	\$3,093.25
Spending Potential Index	83
Food at Home: Total \$	\$109,148,637
Average Spent	\$3,950.22
Spending Potential Index	81
Food Away from Home: Total \$	\$75,252,934
Average Spent	\$2,723.50
Spending Potential Index	79
Health Care: Total \$	\$99,579,792
Average Spent	\$3,603.92
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$47,268,800
Average Spent	\$1,710.72
Spending Potential Index	74
Investments: Total \$	\$19,328,139
Average Spent	\$699.51
Spending Potential Index	69
Retail Goods: Total \$	\$611,558,288
Average Spent	\$22,133.05
Spending Potential Index	82
Shelter: Total \$	\$312,923,583
Average Spent	\$11,325.09
Spending Potential Index	73
TV/Video/Sound Equipment: Total \$	\$31,401,595
Average Spent	\$1,136.46
Spending Potential Index	79
Travel: Total \$	\$39,663,710
Average Spent	\$1,435.48
Spending Potential Index	76
Vehicle Maintenance & Repairs: Total \$	\$22,383,785
Average Spent	\$810.10
Spending Potential Index	82

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.